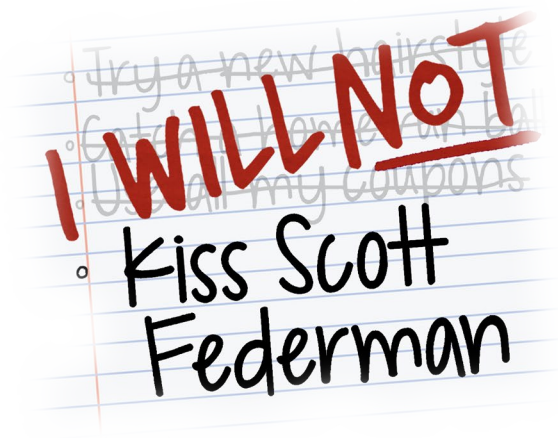


# Hailey's On It!

Formerly Known As



By Devin Bunje & Nick Stanton

*"What if you found out you were destined to save the world? But first, you had to do all the things you were ever afraid to do."*



## The Big Idea

On New Year's Eve, 14-year-old HAILEY 'ALOHILANI BANKS decides that this is the year for her to finally tackle her long, unfinished list of big things she's always wanted to do. This is no ordinary list; Hailey started it in first grade, and now it's chalk full of challenging (sometimes impractical) tasks for her and her best friend, SCOTT DENOGA, to accomplish.

However, even smaller items like "Teach a cat to play the piano" and "Get 1,000 likes on Instagram" take on huge new stakes after a crazed Professor from the future arrives to inform Hailey that if she doesn't complete *every single item* on her list, the world as they know it will be gone! It'll take all the fortitude she never knew he had, but Hailey is determined to save the world and complete her list, until she reads a forgotten list item she wrote down long ago: #143... "Kiss Scott Denoga." Okay, this might be harder than she thought...

# The Backstory



HAILEY and SCOTT have been best friends since the age of two, having grown up next door to each other in the quiet beach community of Oceanside, California. They went to daycare together, they took baths together, and they both lost their front teeth in the same trampoline accident at age six. Today, they share a comfort and familiarity that only lifelong friends can have.

Hailey has always been more of a dreamer than a do-er. She tends to overthink things and talk herself out of taking risks. Scott, on the other hand, is always up to do anything, but usually doesn't think things through. Fortunately, their opposite personalities complement each other perfectly; Hailey counts on Scott to pull her out of her shell, and Scott counts on Hailey's ingenuity (and practicality) to actually make their big, crazy ideas a reality.



Our series begins New Year's Eve, where Hailey resolves to *finally* finish her list of all the big (and medium and small) things she's always wanted to do, but chickened out of. Scott loves the idea, but is skeptical that Hailey will actually follow through. She spent years adding items to the list -- starting her own YouTube channel, a month-long beet juice cleanse, screaming a song request at Ed Sheeran, etc. -- but has never actually crossed a single one off.

But Hailey insists she's serious this time! And every journey begins with a single step. Hailey adds an item to her list: "Start completing every item on this list!" and then crosses it off. "See? I'm on a roll! No stopping now!"



Just then, a CHAOS BOT appears, grabs Hailey's list and tries to destroy it! Luckily, the room suddenly shakes and a mysterious PROFESSOR appears from a time portal in Hailey's closet to vaporize the bot, saving the list in the nick of

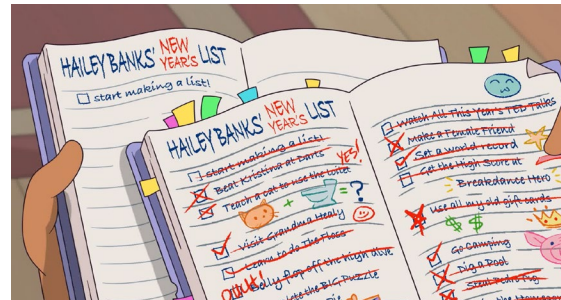


time. The Professor then shows Hailey an already-completed version of Hailey's list! The Professor says she's been sent from the future to tell Hailey she's destined for greatness and will one day save the world, but it all starts with her completing her list -- while simultaneously fending off the evil Chaos Bots, which have been sent from the future to sabotage her.



Hailey can't believe the Professor is really from the future. But the Professor says she can prove it! She turns on the live Times Square ball drop on TV and says that in 5 seconds a bird will hit Ryan Seacrest in the face. As if on cue, a pigeon smacks into Ryan Seacrest's face and he topples

backwards off the stage. Hailey's jaw drops. The Professor really is from the future! Which means future Hailey really did all of the awesome things on her list! Which means she really is capable of anything! "Win a chili cook-off," "Learn to do The Floss," "Try Sumo Wrestling" -- she's going to do it all! Just then Hailey suddenly remembers something. In a panic, she grabs the completed list from the Professor and flips to item #143... "Kiss Scott Denoga" is checked off and completed!



Hailey can't believe it. She wrote that down years ago. And it was probably a joke! And also probably a typo! Okay, look, maaaybe she thought Scott was cute for a hot minute when he tried that new hair gel, before it got recalled for attracting bears. But that was a long time ago... and she doesn't feel that way about him anymore... does she?





Anyway, Hailey can't kiss Scott now! He's her best friend; it would be super awkward! Plus, he's ...*Scott*. But the Professor points out that this list comes directly from future Hailey herself. In fact, she even has a recorded message from her future self. Before Hailey can freak out, she presses play and listens: "Hi Hailey. It's, well, you, Hailey. Future you. Hi. Anyway, I know you're freaking out. Don't freak out! Just complete the list you made. Yes, *everything* on the list. You chose these things for a reason. And it will all make sense, trust me. I mean, trust you. I mean...trust us! Anyway, you can do this, Hailey! Byyyeee!"



The Professor hands Hailey a futuristic phone. But before the Professor can give her any more advice (or tomorrow's winning jackpot numbers), the room suddenly shakes again. The Professor is then sucked back into the time portal, leaving Hailey standing there in shock. At that moment, Scott enters. Hailey tells Scott everything (except item #143, of course). Fortunately, Scott says he's on board to help her save the world!

That's when the two realize that the completed list was sucked back into the future along with the Professor. Hailey isn't sure how she's going to complete the list without *having* the list, but then she remembers the futuristic smartphone the Professor gave her. Hailey turns on the phone to discover it features a digital copy of the completed list and an artificially intelligent operating system that goes by the name BETA. And while Beta isn't the biggest fan of annoyingly fallible humans (particularly Scott), he tells Hailey that he was brought from the future to help her complete The List by calculating the optimal order in which to do each item. To help conceal Beta from her parents and everyone else, Hailey uses a half-built robot and her favorite teddy bear to build him a (semi-functional) body. It's not



fancy, but it's enough for him to get around and start making improvements on himself. Beta can hide in plain sight by pretending to be just a regular stuffed animal (a la Toy Story).

With Scott and Beta's help, Hailey then sets out to conquer every item on The List, no matter how hard. And while some of the real-world challenges may seem trivial on their face, they all have HUGE stakes for the future. Along the way, Hailey will be pushed out of her comfort zone and discover the greatness inside her as she systematically conquers her fears, including her biggest one... confronting her ever-growing and complicated feelings toward her best friend.

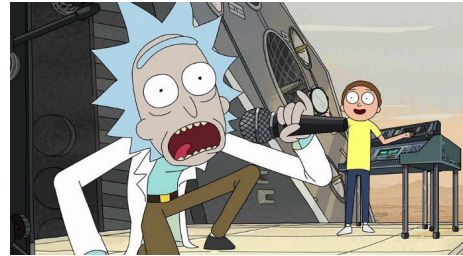


## Style & Tone

Our show aims to be a fast-paced comedy series with heart – think *Rick & Morty* meets *Phineas & Ferb* with a dash of *Kim Possible* thrown in. And while the series will feature



apocalyptic stakes and the ever-present threat of time-travelling Chaos Bots, each episode will strive to tell grounded, relatable stories about two best friends caught up in extraordinary circumstances.



The visual style and tone of the show will follow two main guidelines: 1) These are **REALISTIC CHARACTERS** in extraordinary circumstances (as opposed to the other way around). Some great examples of this are *Futurama* and *Scott Pilgrim vs. the World*. And 2) The world is a **BRIGHT AND POSITIVE PLACE**, with a future worth fighting for. While dark or intense



storytelling can be effective, we want everything in our series to invoke a bright and positive reaction from our audience. We feel strongly that a deep connection to likable and relatable characters in an aspirational world will keep our viewers coming back for more.



## The Setting



Hailey and Scott are proud residents of Oceanside, California: the idealic middle-class suburban beach community we all wish we lived in. In our show, Oceanside will be a happy and vibrant place with a strong sense of community. Hailey can't visit the never-too-crowded

boardwalk and pier without running into at least a few people she knows. Scott's mom's alien themed pizza shop "U.F.Dough" is on the pier as well and is one of Hailey and Scott's favorite hangouts. Oceanside's boardwalk is also littered with surf shops, fish taco stands, and has an unmistakable SoCal vibe.



Hailey and Scott live next door to each other, with their roofs overlooking the ocean a few blocks away, which will serve as a gorgeous backdrop for their conversations and plans for the future. Scott is always over at Hailey's house, which will serve as one of our main locations. Their bedroom windows are connected by a large pepper tree, meaning for better or worse, they're never more than a gnarled branch away from each other.





## Main Characters



### Hailey

Hailey is a bright and talented 14-year-old girl with big dreams, but is prone to overthink things and often talks herself out of taking risks. She really wants to make a difference in the world, but is happiest at home in her comfort zone. Hailey is a born “builder” and “maker,” getting her resourceful and creative gifts from her maternal great-great-grandfather P.H. Phlorange, a brilliant inventor who became the laughing stock of Oceanside when he built a beautiful state of the art lighthouse... but mistakenly pointed it in the wrong direction, blinding the townsfolk. Hailey is the smartest girl in school and routinely wins her school’s science fairs, much to the chagrin of her classmate A.C. (who considers himself her biggest academic rival, even though Hailey just views him as a pest). Hailey has always been ecologically-minded and many of her projects center around protecting the region’s wildlife, which will play a big part in her future when she invents an environmental “game changer” that will combat the global climate crisis.



Even though she’s destined to one day save the world, Hailey will start off awkward and sometimes unsure of herself. But completing The List will slowly reveal a grit, determination, and bravery that’s been hidden inside of



her all along. She’ll be shocked to see that with a little bit of confidence, she is one of the strongest, most-capable people on the planet. Fortunately, her best friend Scott will be there for her every step of the way. At least until he starts dating the most popular girl in school, Kristine.



## Scott

Scott Denoga has been Hailey's neighbor and best friend since they were old enough to drool. The yin to Hailey's yang, Scott is excitable, outgoing, and always up for anything. He is a "Do-er" instead of a "Think-things-through-er," which is super helpful when the fate of the world depends on doing your best friend's crazy "to do" list. Scott is the only person Hailey trusts with the info she learned from the Professor (except for item #143) because he's super loyal, fearless, and blindly accepts all this weirdness instead of questioning it — Exhibit A: he strongly believes he can talk to animals solely because he once had a dream that he could.



Scott's big flaw is that he has a serious case of FOMO, and hates to be left out of anything – even if Hailey is just going to get her cat's teeth cleaned, Scott wants to be there. He's always saying "yes" to everything (Kristine asking him out, three conflicting bar mitzvah invites, trying to say "no" more, etc.) which can leave him scattered and "all over the place." Scott simply wants to try everything – and Hailey's list is the perfect way for him to do just that, all while spending time with his best friend.



## Hailey + Scott

Hailey and Scott's relationship is comfortable, sincere, and always evolving. At the beginning of our series, the two are inseparable friends who have a comfort and familiarity that far exceeds their relationships to



even their own families. While very different, they are both at their core good-hearted people who love to have fun and help others in need. They're also super competitive at everything from *Rock Band* to Rock-Paper-Scissors.



Like any great team, their differences complement each other perfectly. Scott is naturally outgoing, whereas Hailey is more reserved. Instead of pushing their relationship apart, however, their differences strengthen it and cause one another to grow. Scott spurs Hailey out of her comfort zone, something she actually wants and needs. Meanwhile, Hailey shows Scott that a little foresight can go a long way and makes sure he doesn't accidentally steer his jet ski into a rip tide (which has happened more than once).



Truthfully, the only thing that could cause a rift in Hailey and Scott's relationship is the dreaded "F" word – Feelings. Like most kids in our audience, Hailey and Scott are completely naïve when it comes to navigating their own feelings, especially when they start to have them for each other. And while

catching feelings for a friend is an all too common occurrence for our demo (and, well, humans in general), it is rare for a kids' series to tackle the emotional complexities of going from "friends" to "more than friends."



## Hailey's Family

Hailey's Mom, PATRICIA, is the most successful realtor in all of Oceanside and the breadwinner of the family. Her "Betcha Wish-Ya Went With Patricia" posters are on every bus bench in town. Patricia is Type-A, confident, and effortlessly good at everything she does. She's well-known in the community where she grew up because in high school she was valedictorian, an all-state tennis player, and homecoming queen a record 4 years in a row. Thanks to the lighthouse mishap by her great-grandfather, Patricia spent her whole life trying to erase that legacy by being perfect and amazing in every way. Because she's so ambitious and outgoing, Patricia has a hard time relating to Hailey, who is hesitant to try new things and sometimes lets fear get the best of her. She wants her only daughter to grab the world by the horns and tackle it to the ground like she did.



Hailey's Dad, KAI, on the other hand is a fun-loving stay-at-home dad, who is currently taking a break from his family therapy practice to raise Hailey's twin baby brothers, DWAYNE and JOHNSON, who he often carries around in a double Bjorn. He loves to give advice and wax poetic on any topic. Kai was born in Hawai'i and he passed along his love for the outdoors to Hailey. He loves to cook huge meals for friends and craft reclaimed sea glass jewelry to sell on the boardwalk. Being from Hawai'i, Kai still lives under the motto of "Mālama ka 'āina" which means "take care of the land."



Kai has a close group of friends and neighbors who are always in the backyard visiting Kai for "band practice" – which typically entails eating Kai's signature Kālúa Pig, telling stories, laughing... pretty much anything but actually practicing their music. In traditional Hawaiian fashion, Hailey calls them all her "Uncles" whether she's related to them or not.

Like Patricia, Kai wants Hailey to find her inner-confidence, but takes a more "talk out your feelings" approach. When Hailey's parents start to see Hailey going to great lengths to complete her List, they naturally assume it was their awesome parenting that motivated her to finally start coming out of her shell.



## Scott's Family

Scott's mom, SUNNY, is the daughter of strict Korean immigrants. Sunny bucked tradition to follow the beat of her own drum. She dropped out of medical school to follow what she calls the real American Dream -- opening an alien-themed pizza place on the Oceanside pier named *U.F.Dough*. She then further disappointed her parents when she married and then divorced an attractive semi-pro Ultimate Frisbee player (Scott's Filipino-American dad). Sunny works crazy hours to make enough money to allow her kids to follow their dreams. Unlike a traditional "Tiger Mom," however, she vehemently encourages her children to pursue their dreams to become Broadway stars or pro gamers or BMX bikers... OR NOT! Whatever they want to do is fine, just so long as they don't waste their lives in soul-crushing medical school. Sunny will make rare appearances at important events but must immediately head back to work. And because she's always at the pizza place, Scott is often left on his own, as is his tough-as-nails 13-year-old sister, BECKER.



Becker (short for Rebecca – a name she hates) is the go-to neighborhood source for illicit deeds and contraband. Luckily, Becker is the master of never getting caught and couldn't care less what others think of her. Unfiltered and never afraid of confrontation, she is a wild card who can go from being your best friend to your worst enemy in seconds. With her mom working long hours at the local pizza joint, Becker is often getting into trouble on her own, or with the assistance of her slightly older crew of troublemakers, all with colorful names like Bonesaw, Chainsaw, Buzzsaw, and Paul. Even so, her mom trusts her and believes that although Becker is a little rough around the edges, her moral compass is strong. Becker's hobbies include lock picking, playing with power tools, setting off fireworks, and smashing stuff. Over the course of the season, she also develops a crush on Hailey, leading to all sorts of comedic complications!



## Other Characters

### Kristine the Hat Queen



The most popular girl in school with an “Insta” following in the quadruple digits, Kristine Sanchez is obsessed with looking good, and has a hat for every mood. Kristine starts dating Scott early on in our first season because he’s outgoing and good-looking, even though it soon becomes obvious they aren’t quite right for each other. At first, Hailey misinterprets Kristine’s popularity and overly



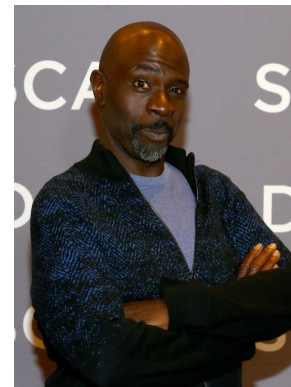
friendly attitude as completely fake. Eventually, however, Hailey realizes Kristine is a genuine person and can relate to her more than she ever thought possible. In our first season, the two even become friends, further complicating Hailey’s growing feelings for Scott.

### Beta



Beta is a hyper-intelligent smartphone from the future with A.I. capabilities way beyond our present-day technology. The Professor brought Beta to Hailey with the sole mission of helping her complete The List. His features include a digital copy of the list and an advanced probability calculator (think Ziggy from *Quantum Leap*) to help determine the optimal order to complete the list items. Without Beta’s help, it would be nearly impossible to complete all the items in time.

Beta takes himself very seriously, even though Hailey and Scott sometimes can’t because of the cuddly robot-bear “body” Hailey built for him. Beta was only programmed for this particular mission, so he has a very limited knowledge of future events, which Hailey finds *super* annoying. Beta also has a superiority complex and is unimpressed with humans in general, especially Scott. But he has a soft spot in his circuitry for Hailey, since she’s the one who invents his technology in the year 2043 (although neither of them knows that yet).



## The Professor

A scatter-brained and battle-scarred scientist from the future, who travels back in time to warn Hailey that the fate of the world rests on her shoulders. While the Professor will only occasionally pop into episodes (after all, it takes 12 billion joules of Hailey-tonium to even briefly open up a time portal), she is the subject of much speculation between Hailey and Scott. Is she Hailey's granddaughter? Or Hailey herself? Or a weirdo imposter who is just messing with Hailey? The real answer is none of the above, but we won't find that out until Season 3! The brief bits of information Hailey and Scott *can* glean from the elusive Professor will both help them on their journey and utterly confound them.



## A.C.

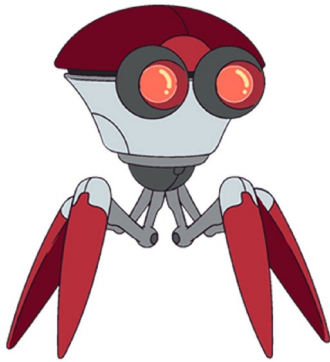


Always overdressed in a bow-tie and sweater vest, A.C. is the pretentious academic rival to Hailey; and even though he has it out for her, he's always trying to interject himself into Hailey and Scott's friendship. He's a foot shorter than his peers and has a major Napoleon complex. Somehow, he turned out to be the WORST even though his parents are the sweetest people in town. He is their only son and the heir to their family-owned fan store "FanCo." As the president of the school's "Young Capitalist Club," he's always looking for ways to modernize his parents' mom and pop store and turn it into the cash cow he knows it can be. Not only is he an opinionated loud mouth, he is also a "loud talker"

due to growing up around the deafening buzz of the fans in his parents' store. Even though we won't know it for a long time, he will play a big role in Hailey's future, and eventually succeeds in turning "FanCo" into the biggest company in the world when global warming creates a huge worldwide demand for fans. At the end of season one, Hailey will even discover that "Future A.C." is the mastermind sending the Chaos Bots back to stop her from completing the list!



## Chaos Bots



The Chaos Bots are the robotic henchmen of the future who are being sent back to Hailey's time to stop her from completing the list. They can range in size and abilities, always keeping Hailey, Scott, and Beta on their toes. They are also masters of disguise and their tech seems to evolve every time they appear. Luckily, they're a lot of fun for Hailey and Scott to get rid of – throughout our series, our duo will smash 'em, impale 'em, even throw 'em in a blender... causing them to disintegrate. They're always relentless, with the singular goal of preventing Hailey from completing her list.



## **Some Other Questions!**

**What is the message or theme of the show?** We want to tell our audience that anyone can do big things and make a positive difference in the world.

**Does “The List” need to be completed in order?** No! Beta runs a trillion-trillion computations per second to calculate the optimal order of completion for Hailey. The order will change as circumstances dictate.

**What happens if Hailey skips a list item?**

Every time Hailey does something that puts the completion of The List at risk, the world will experience a “Time Glitch” where the background briefly desaturates, to give a worrying glimpse of what the world would become if she fails to complete The List.



**How will music be used in the show?** In addition to the music used in montages and scoring, we will take advantage of our star’s unique musical talents to expand the storytelling and add an energetic soundtrack that will transcend to other platforms.

**What will a typical episode look like?** While each episode will be an 11-minute comedy with heart where Hailey attempts to complete a new list item, we never want to be formulaic in our storytelling, and many list items will only serve as a jumping off point for that week’s adventure. Throughout the season there will also be three 22-minute “tent pole” episodes that will advance the series arc of Hailey & Scott’s relationship.